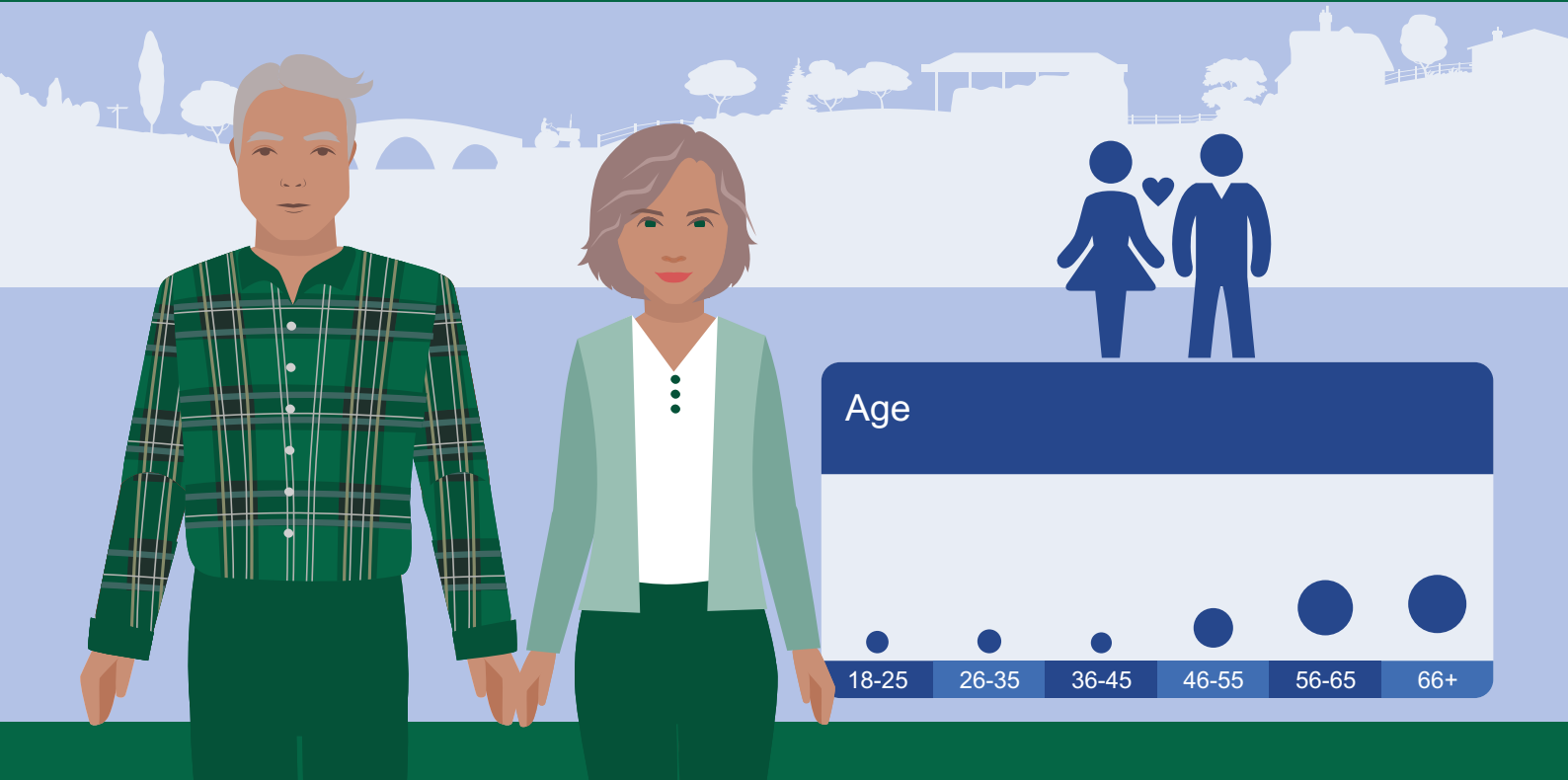


# Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



## Age

18-25 26-35 36-45 46-55 56-65 66+

## Property



Home owner



Detached



Bedrooms

## Highest Education, Work & Finances



Vocational qualifications



Retired



Medium incomes

## Technology & Channel Preferences



Technology



Internet



Email

## Online Activity



Broadband speed



Time online



Social media

## Lifestyle



Pet dog



Horse or pony



RSPB

## Holidays



Winter sports



Lakes & mountains



1-2 holidays

## Shopping & Charity



Supermarkets



Medium online



Medium donations

## Transport



Off roader/SUV



Saloon



Diesel